

CLAIMS:

We claim:

1           1.       A method for broadcast advertising to a mobile communication device,  
2   comprising the steps of:  
3           storing acceptance data in the communication device;  
4           receiving by the communication device a broadcast advertisement containing  
5   advertisement data; and  
6           comparing the advertisement data to the acceptance data to obtain a comparison  
7   result.

1           2.       The method of claim 1, wherein the broadcast advertisement is received by  
2   the communication device through a wireless communication channel.

1           3.       The method of claim 2, wherein the broadcast advertisement is received by  
2   the communication device through one of: a radio transmission, a television transmission, a  
3   Bluetooth signal, and an infrared signal.

1           4.       The method of claim 1, wherein the broadcast advertisement is received by  
2   the communication device from one of: a billboard and a storefront.

1           5.       The method of claim 1, wherein the acceptance data comprises preferences for  
2   accepting broadcast advertisements specified by a user of the communication device.

1           6.     The method of claim 1, further comprising the step of modifying the  
2     acceptance data by integrating entries from a personal information manager.

1           7.     The method of claim 1, further comprising the step of displaying the broadcast  
2     advertisement on the communication device based on the comparison result.

1           8.     The method of claim 1, further comprising the step of storing the broadcast  
2     advertisement on the communication device based on the comparison result.

1           9.     The method of claim 8, further comprising the steps of:  
2     reading deletion data in a stored advertisement, wherein the deletion data indicates  
3     criteria for deleting the stored advertisement; and  
4     deleting the stored advertisement from the communication device based on the  
5     deletion data.

1           10.    The method of claim 1, further comprising the step of outputting a notification  
2     signal to a user of the communication device.

1           11.    The method of claim 1, further comprising the step of sending an indicator  
2     signal to a source of the broadcast advertisement, wherein the indicator signal notifies the  
3     source that the communication device is within a broadcast range of the broadcast  
4     advertisement.

1           12.    The method of claim 1, further comprising the step of communicating through  
2 the communication device with a wireless positioning system.

1           13.    The method of claim 12, wherein the wireless positioning system is GPS.

1           14.    A method for broadcast advertising to a mobile communication device,  
2 comprising the steps of:  
3           receiving by the communication device one or more broadcast advertisements; and  
4           selecting at least one of the received advertisements based on preferences for  
5 selecting advertisements specified by a user of the communication device.

1           15.    The method of claim 14, wherein the broadcast advertisements are received  
2 from a transmitter when the communication device is within a broadcast range of the  
3 transmitter.

1           16.    The method of claim 14, wherein the broadcast advertisements are received  
2 from a local transmitter by the communication device through a wireless communication  
3 channel.

1           17.    The method of claim 14, further comprising the step of modifying the  
2 preferences for selecting advertisements specified by the user of the communication device  
3 by integrating entries from a personal information manager.

1           18.    The method of claim 14, further comprising the step of displaying the selected  
2 broadcast advertisements to the user of the communication device.

1           19.    A mobile communication device, comprising:  
2           memory;  
3           logic for storing acceptance data on the memory;  
4           logic for receiving a broadcast advertisement containing advertisement data; and  
5           logic for comparing the advertisement data to the acceptance data to obtain a  
6 comparison result.

1           20.    The mobile communication device of claim 19, wherein the logic for  
2 receiving the broadcast advertisement is capable of receiving the broadcast advertisement  
3 through a wireless communication channel.

1           21.    The mobile communication device of claim 20, wherein the logic for  
2 receiving the broadcast advertisement is capable of receiving the broadcast advertisement  
3 through one of: a radio transmission, a television transmission, a Bluetooth signal, and an  
4 infrared signal.

1           22.    The mobile communication device of claim 19, wherein the acceptance data  
2 comprises preferences for accepting broadcast advertisements specified by a user of the  
3 communication device.

1           23.    The mobile communication device of claim 19, further comprising logic for  
2   modifying the acceptance data by integrating entries from a personal information manager.

1           24.    The mobile communication device of claim 19, further comprising:  
2           a display; and  
3           logic for displaying the broadcast advertisement on the display based on the  
4   comparison result.

1           25.    The mobile communication device of claim 19, further comprising logic for  
2   storing the broadcast advertisement on the memory based on the comparison result.

1           26.    The mobile communication device of claim 19, further comprising logic for  
2   communicating with a wireless positioning system.

1           27.    The mobile communication device of claim 26, wherein the wireless  
2   positioning system is GPS.

1           28.    A system for broadcast advertising to a mobile communication device,  
2   comprising:  
3           logic for receiving acceptance data from the communication device;  
4           logic for selecting one or more advertisements based on the received acceptance data;  
5   and  
6           logic for broadcasting the selected advertisements to the communication device.

1           29.     The system of claim 28, further comprising logic for detecting whether the  
2     communication device is within a broadcast range, and further wherein the logic for  
3     broadcasting the selected advertisements is capable of broadcasting the selected  
4     advertisements to the communication device upon detecting that the communication device is  
5     within the broadcast range.

1           30.     The system of claim 28, wherein the logic for broadcasting the selected  
2     advertisements is capable of broadcasting the selected advertisements to the communication  
3     device through a wireless communication channel.

1           31.     The system of claim 28, wherein the acceptance data comprises preferences  
2     for accepting broadcast advertisements specified by a user of the communication device.

1           32.     The system of claim 28, further comprising logic for communicating with a  
2     wireless communication channel.

1           33.     A system for broadcast advertising, comprising:  
2             a mobile communication device capable of storing acceptance data thereon; and  
3             an advertisement broadcasting system capable of transmitting one or more broadcast  
4     advertisements to the mobile communication device;  
5             wherein the mobile communication device is capable of receiving the broadcast  
6     advertisements from the advertisement broadcasting system and selecting at least one of the  
7     broadcast advertisements based on the acceptance data.

1           34.     The system of claim 33, wherein the advertisement broadcasting system is  
2     capable of detecting whether the mobile communication device is within a broadcast range,  
3     and further wherein the advertisement broadcasting system is capable of transmitting the  
4     broadcast advertisements to the mobile communication device upon detecting that the mobile  
5     communication device is within the broadcast range.

1           35.     The system of claim 33, wherein the advertisement broadcasting system is  
2     capable of transmitting, and the mobile communication device is capable of receiving, the  
3     broadcast advertisements through a wireless communication channel.

1           36.     The system of claim 33, wherein the acceptance data comprises preferences  
2     for accepting broadcast advertisements specified by a user of the mobile communication  
3     device.

1           37.     The system of claim 33, wherein the mobile communication device and the  
2     advertisement broadcasting system are capable of communicating with a wireless positioning  
3     system.